

**REMARKS**

This is in response to the Final Office Action mailed on December 22, 2008. All objections and rejections are respectfully traversed. Claims 1-24 are presently pending. Claims 1, 14, 23 and 24 are currently amended. Applicant respectfully submits that the current amendments are merely clarifying amendments and no new matter is added. Support for the amendments can be found throughout the specification, for example in paragraph [0013], lines 1 – 2.

**Rejections Under 35 U.S.C. §102**

Claims 1-7, 11-16 and 20-24 are rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 7343295 to Pomerance (“Pomerance”). Applicant respectfully submits that each of the independent claims are currently amended to clarify that the “users” are third parties other than the consumer or merchant. Pomerance does not teach or suggest anything about third party user’s opinions of righteousness as particularly claimed in each of the pending claims. Since Pomerance does not teach or suggest each and every element of claims 1-7, 11-16 and 20-24, Applicant respectfully submits that the rejection under 35 U.S.C. §102 have been overcome. Reconsideration is respectfully requested.

**Rejections Under 35 U.S.C. §103**

The Examiner rejected claims 8-10 and 17-19 under 35 U.S.C. §103(a) as being unpatentable over Pomerance and further in view of U.S. Patent No. 7363361 to Tewari *et al.* (“Tewari”). This rejection is respectfully traversed.

Tewari describes a secure content delivery system but does teach or suggest a system for displaying consumer complaints. Applicant respectfully submits that no combination of Pomerance and/or Tewari teaches or suggests anything about third party opinions of righteousness as particularly claimed in each of the rejected claims.

Since no combination of Pomerance and/or Tewari teaches or suggests each and every element of the claims, Applicant respectfully submits that the rejections of the claim under 35 U.S.C. §103 are overcome and should be withdrawn. Reconsideration is respectfully requested.

**CONCLUSION**

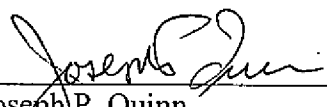
For at least the reasons set forth above, reconsideration and allowance of this application are believed to be in order, and such action is hereby solicited. If any points remain an issue which the Examiner feels may be best resolved through a telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below. The Examiner is invited and encouraged to telephone the undersigned with any concerns in furtherance of the prosecution of the present application.

Please charge any deficiency as well as any other fee(s) which may become due at any time during the pendency of this application, or credit any overpayment of such fee(s) to Deposit Account No. 50-2896.

Respectfully submitted,

Date: March 20, 2009

By: \_\_\_\_\_

  
Joseph P. Quinn  
Reg. No. 45,029  
Seyfarth Shaw LLP  
Attorney for Applicant  
Two Seaport Lane  
Boston, MA 02210-2028  
Phone: 617-946-4833  
Fax: 617-946-4801  
Email: bosippto@seyfarth.com